



DOCKET NO. MEI/3-DAY

PRIOR DOCKET NO.: 7791-0123-25 CONT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

*Patricia Lenz for
#13/reconsideration
7.3.03*

IN RE APPLICATION OF:

DAY, et al.

: GROUP: 3600

APPLICATION NUMBER: 09/619,134

: EXAMINER: POINVIL

FILED: 7/18/00

FOR: TARGETED MARKETING AND PURCHASE BEHAVIOR MONITORING SYSTEM

37 CFR 1.111 REQUEST FOR RECONSIDERATION

ASSISTANT COMMISSIONER FOR PATENTS

WASHINGTON, D.C. 20231

SIR:

In response to the non-final office action mailed March 26, 2003, the applicants reply with the remarks below.

RECEIVED
JUN 30 2003
GROUP 3600